



## THE CITY OF SAN DIEGO MANAGER'S REPORT

DATE ISSUED: July 12, 2000 REPORT NO. 00-140  
ATTENTION: Land Use & Housing Committee  
Agenda of July 19, 2000  
SUBJECT: Request for Proposal (RFP) Selection for Site 653 in La Jolla

### SUMMARY

Issue - Should the City Manager enter into exclusive negotiations for the ground lease of Site 653 at La Jolla Scenic Drive North with Hillel of San Diego?

Manager's Recommendation - Authorize exclusive negotiations with Hillel of San Diego.

Other Recommendations - An ad hoc committee that reviewed the two RFP responses has also recommended that the City enter into exclusive negotiations with Hillel of San Diego.

Fiscal Impact - None with this action. Upon execution of a lease with Hillel, the City will receive \$33,000 to \$45,000 a year, depending on approval of a street vacation action. Funds would be deposited into the Pueblo Lot Police Decentralization Fund #302481.

### BACKGROUND

Site 653 is a vacant triangular parcel located at La Jolla Village Drive, La Jolla Scenic Drive North, and La Jolla Scenic Way, South of the University of California at San Diego campus. The site is approximately 15,341 square feet and may encompass a larger area of an additional 17,923 square feet if a partial paper street is vacated at La Jolla Scenic Drive North, for a total of 33,264 square feet.

On April 12, 2000, this Committee authorized Real Estate Assets Department staff to go out with an RFP for the potential sale or lease of the site with a higher priority given to student organizations based at UCSD.

### DISCUSSION

Staff advertised the RFP and received two responses by the June 5th deadline. The two responses were from Hillel of San Diego to develop and operate a facility serving the UCSD Jewish student community and the La Jolla Highlands Homeowners to maintain an undeveloped landscaped area. A four member ad hoc committee made up of two City staff and two members of the La Jolla community voted three to one in favor of entering into negotiations with Hillel of San Diego. The ad hoc committee recommended that the City consider the current and proposed land use designations of the site in its decision to enter into ground lease negotiations.

The current 1975 La Jolla Community Plan does not indicate the site as open space/park on the Open Space map, nor does it include the site in the La Jolla Parks list. The 1976 La Jolla Community Plan map shows the lot within the single family residential boundary. The Draft 1995 Community Plan indicates the subject lot as Designated Open Space/Park, however, this plan has not been formally adopted. The current 1976 La Jolla Shores Precise Plan refers to the site as city-owned and states the site should be landscaped. The La Jolla Shores Planned District map shows the site as Single Family. The 1985 La Jolla/La Jolla Shores Local Coastal Program does not specifically reference the site.

This site is general city property has not been designated or dedicated as open space by the City Council. According to the Park and Recreation Department, this site is not suitable for open space uses or inclusion in any open space corridors. The site is currently zoned for single family use. A Conditional Use Permit (CUP) would be required for the use proposed by Hillel.

Hillel of San Diego provides educational resources, religious services, programming and facilities to the local Jewish college community, with an existing on campus presence locally at San Diego State University. Nationally, the Hillel organization has led a multi-million dollar fund-raising campaign to develop other similarly proposed sites from Duke University to University of California at Los Angeles.

Staff has documented a high level of concern regarding the potential non-residential development of this site through the RFP process, having received letters from the adjacent homeowners, and through continued dialogue with the community both informally and at presentations at several community groups. These letters have been forwarded to this Committee to be incorporated into the record.

Staff believes that the community's concerns can best be incorporated into the discretionary land development review process which will include noticed public hearings for the CUP, street vacation, environmental review and traffic study. Hillel will be required to complete this discretionary process as a condition, prior to consummation of the ground lease.

#### ALTERNATIVES

1. Recommend the formation of a privately funded financing vehicle similar to a landscape maintenance district to landscape and maintain the site as undeveloped.
2. Recommend reissuance of an RFP limiting the use to single family residence.

Respectfully submitted,

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William T. Griffith  
Real Estate Assets Director

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Approved: George I. Loveland  
Assistant City Manager

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